



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Sill
Oklahoma**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,724 surveys were distributed at Fort Sill



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Sill:					
Active Duty	9,463	1,234	1,092	88.49%	±2.79%
Spouses of Active Duty	5,674	1,493	215	14.40%	±6.56%
Civilian Employees	2,027	831	398	47.89%	±4.40%
Retirees	5,290	1,166	342	29.33%	±5.13%
Total	22,454	4,724	2,047	43.33%	±2.06%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

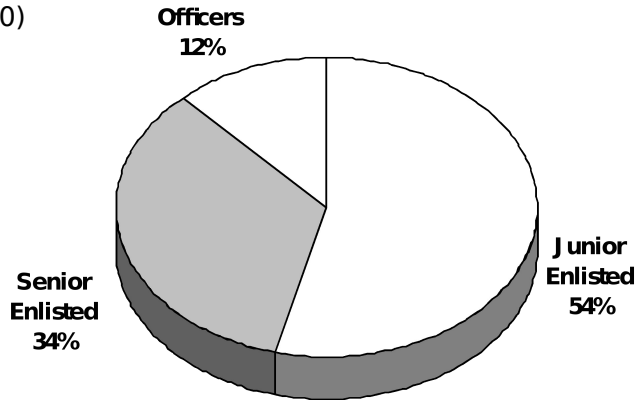
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

ACTIVE DUTY

(n = 1040)

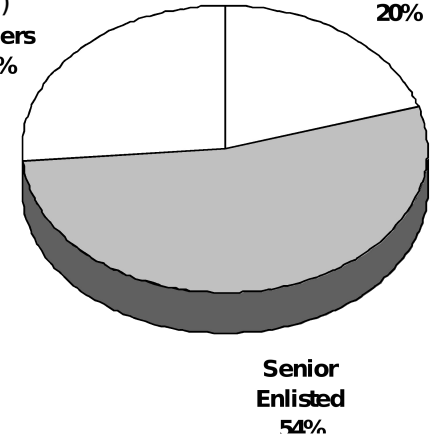


SPOUSES OF ACTIVE DUTY

(n = 178)

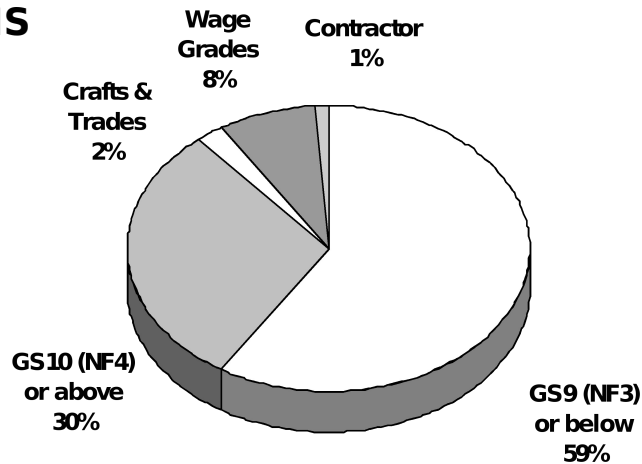
Officers
26%

Junior
Enlisted
20%



CIVILIANS

(n = 369)

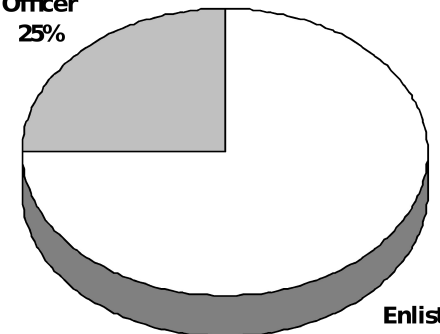


RETIREEES

(n = 232)

Officer
25%

Enlisted
75%



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT SILL

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MOST FREQUENTLY USED FACILITIES

Bowling Center	37%
Car Wash	36%
Library	31%
Swimming Pool	29%
ITR - Commercial Travel Agency	25%

LEAST FREQUENTLY USED FACILITIES

Marinas	5%
School Age Services	6%
BOSS	7%
Youth Center	8%
Arts & Crafts Center	9%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT SILL*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Center	4.25
ITR - Commercial Travel Agency	4.22
Library	4.17
Automotive Skills	4.12
Swimming Pool	4.11

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Marinas	3.66
School Age Services	3.76
BOSS	3.77
Youth Center	3.84
Army Lodging	3.84

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT SILL*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Center	4.08
ITR - Commercial Travel Agency	4.07
Library	4.05
Bowling Pro Shop	3.98
Child Development Center	3.98

FACILITIES WITH LOWEST QUALITY RATINGS*

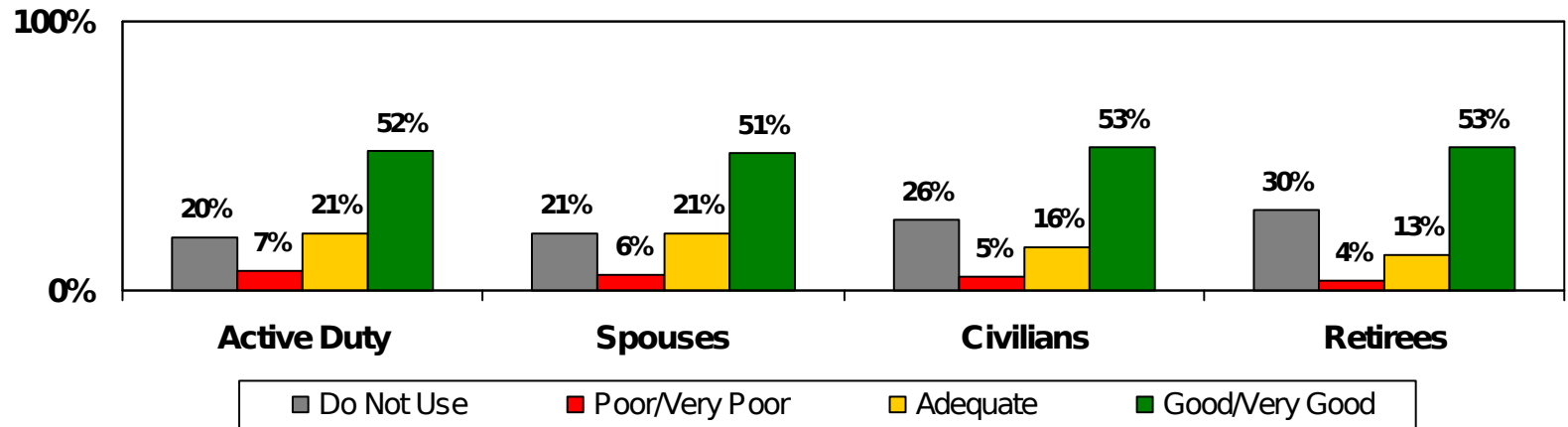
Marinas	3.69
Athletic Fields	3.71
BOSS	3.72
Multipurpose Sports/Tennis Courts	3.73
Army Lodging	3.74

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

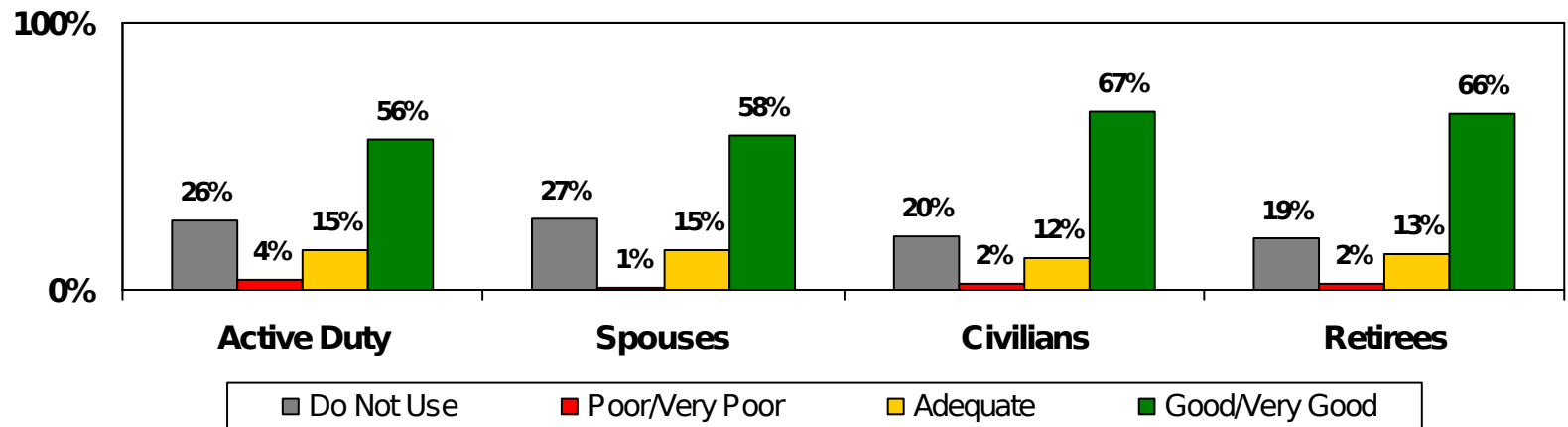
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



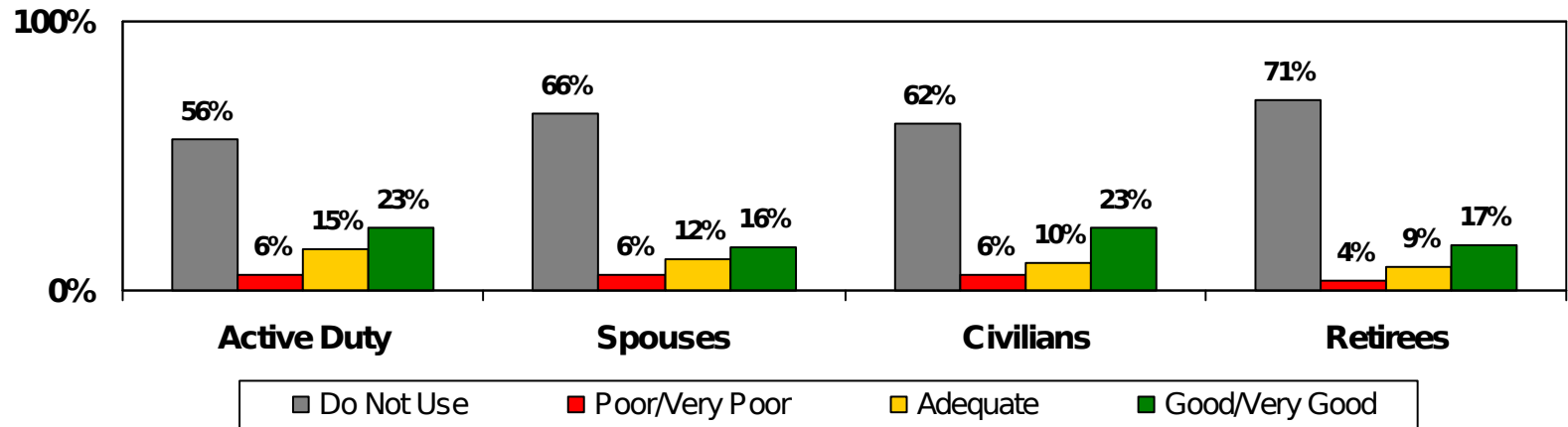
Quality of Off-Post Services



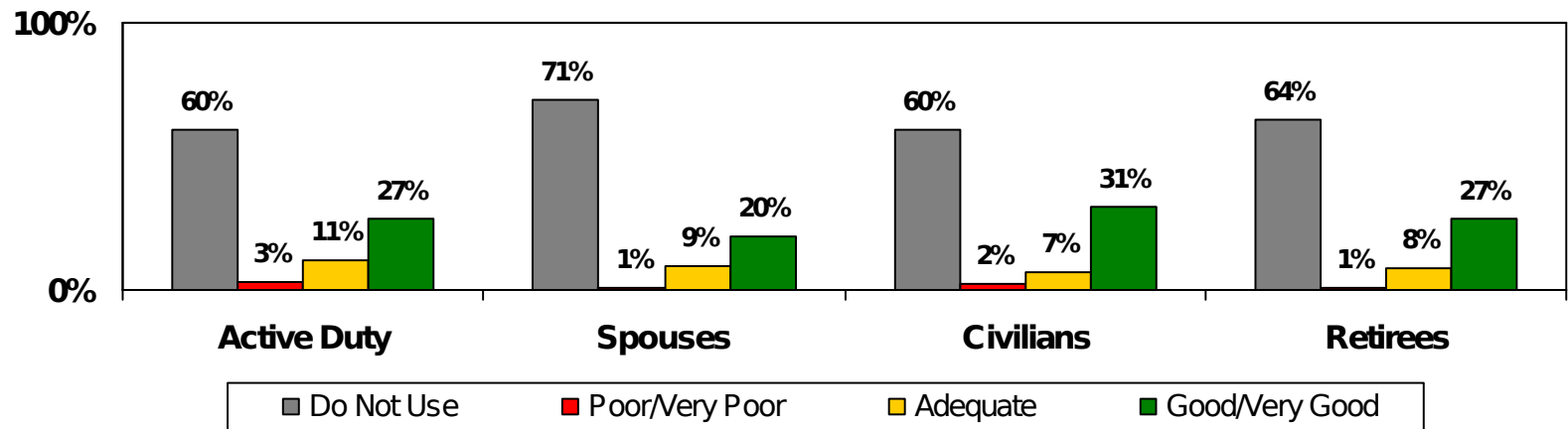
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



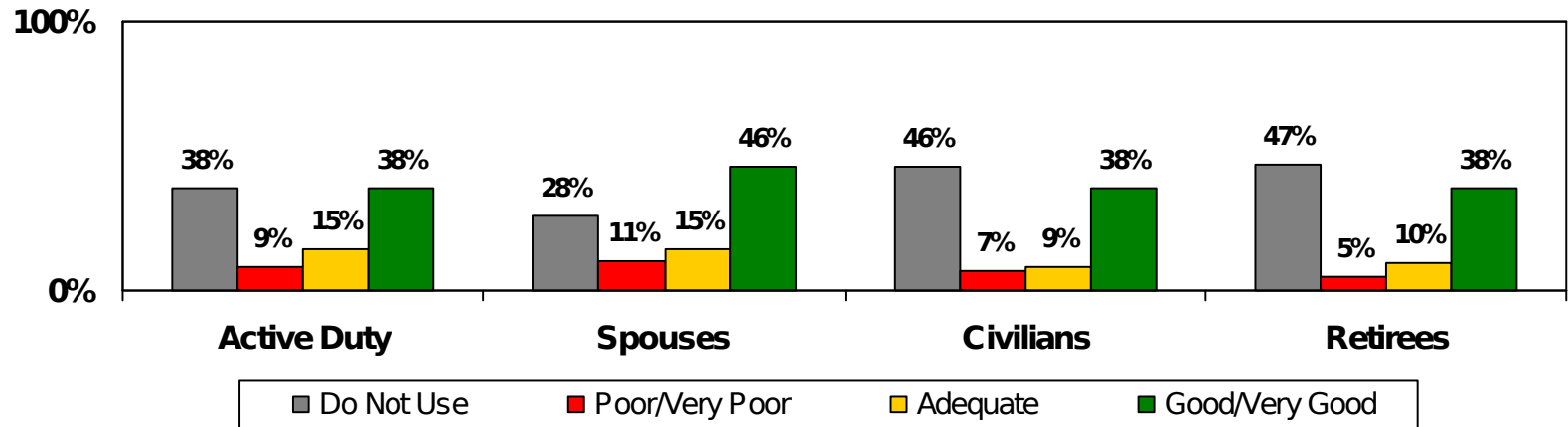
Quality of Off-Post Services



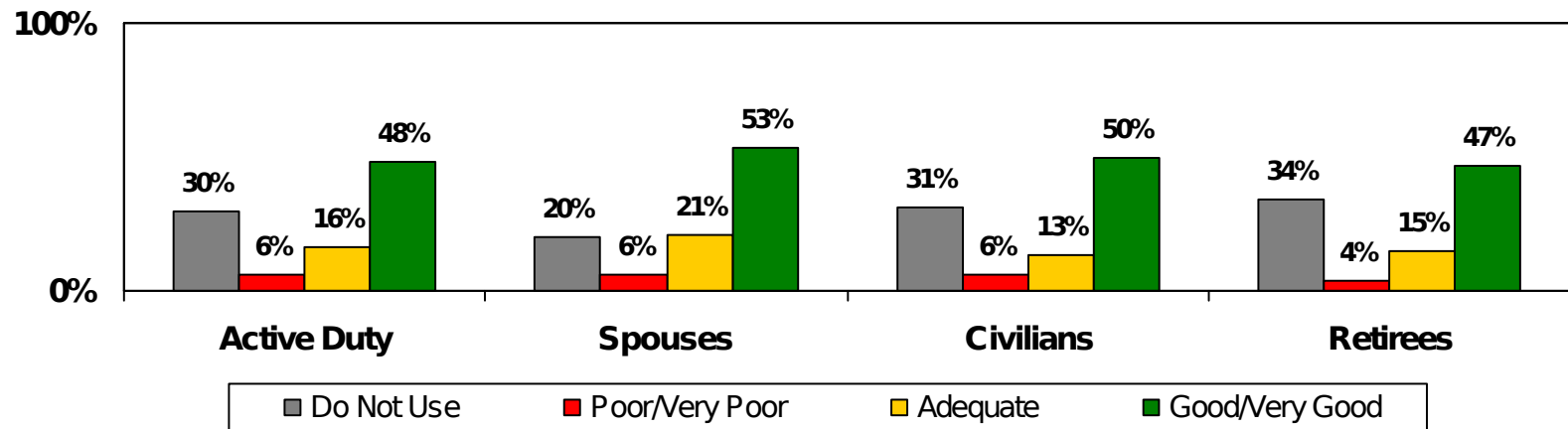
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

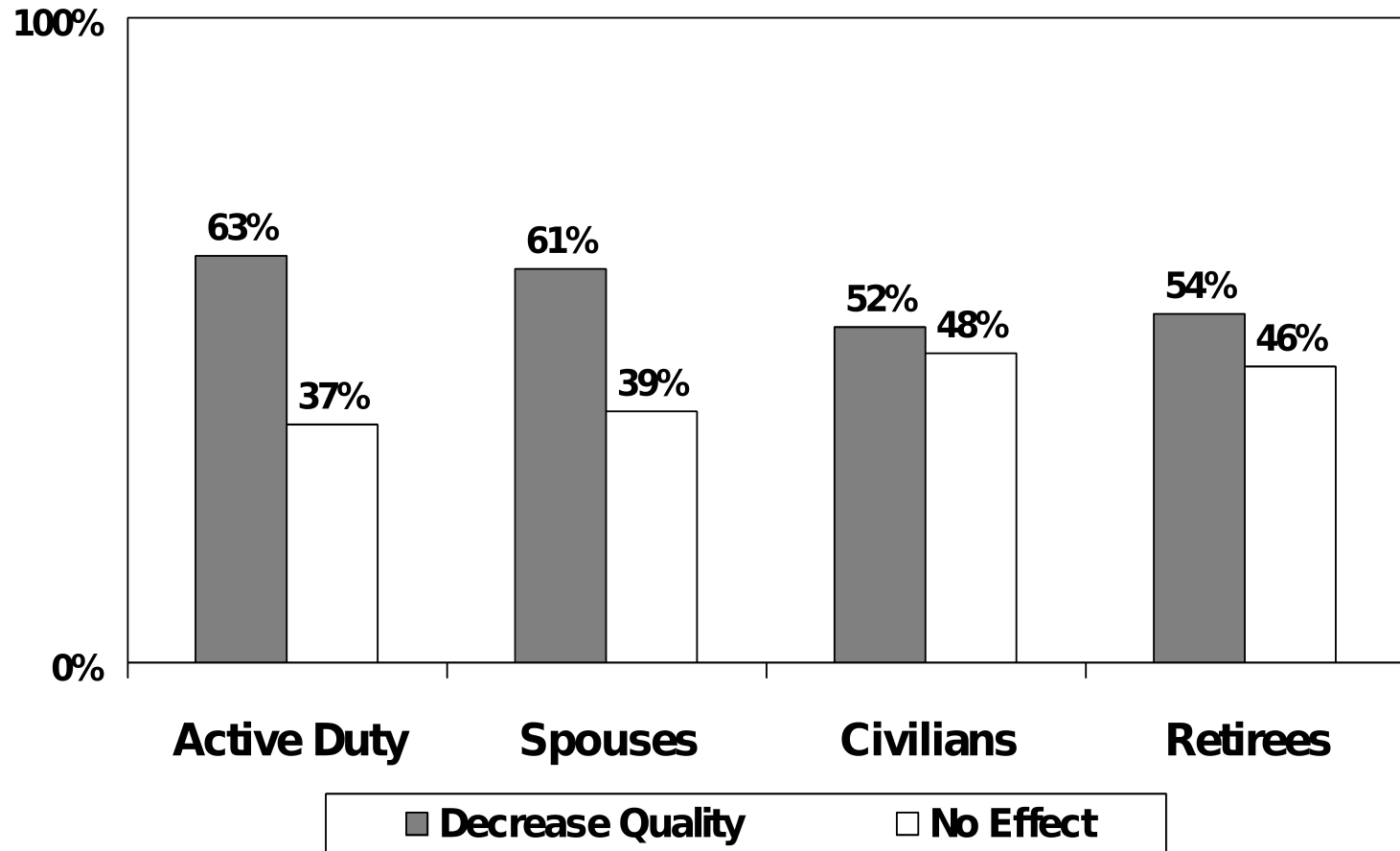


Quality of Off-Post Services



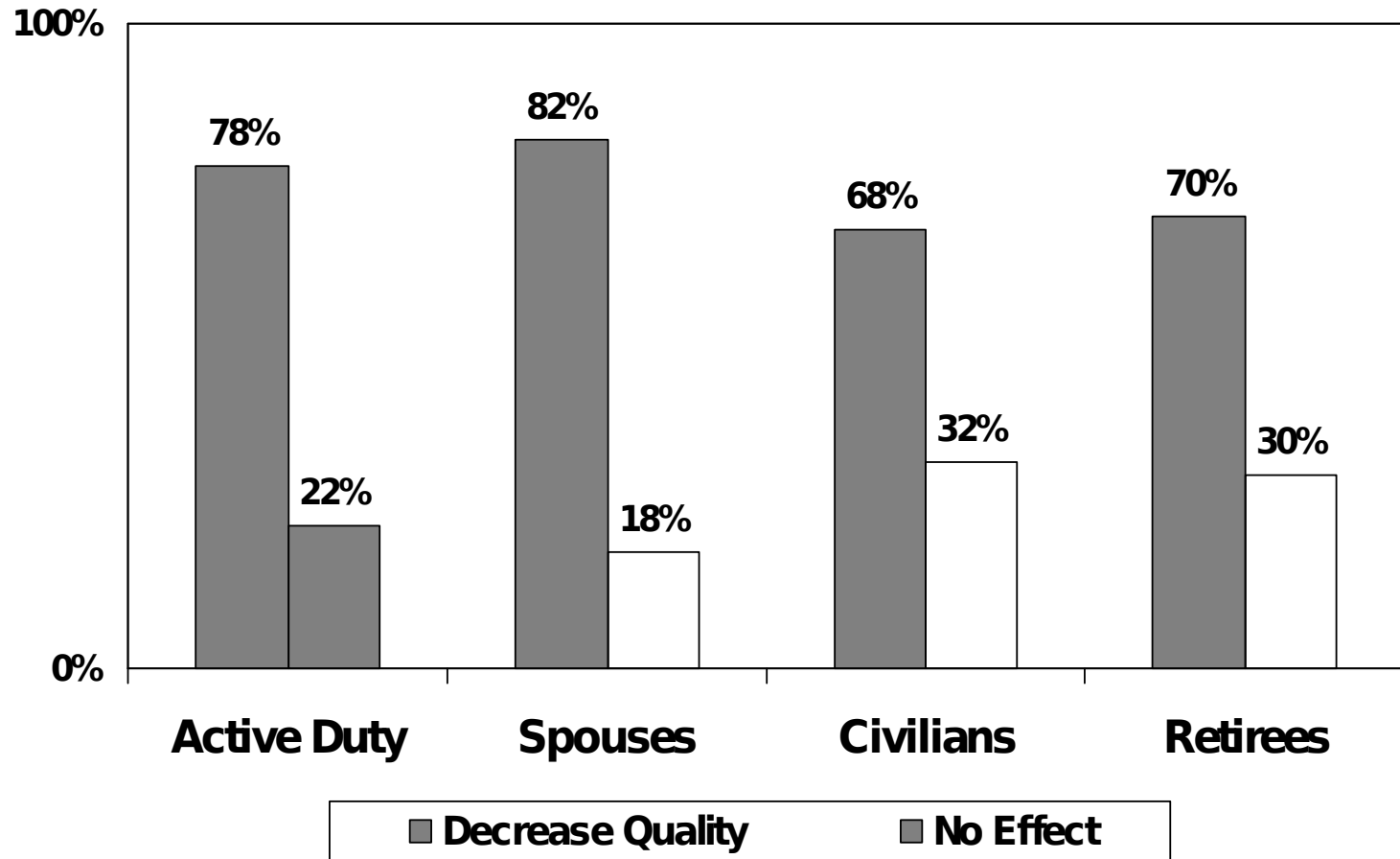
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	72%
Fitness Center/Gymnasium	71%
Library	57%
Child Development Center	54%
Youth Center	48%
School Age Services	42%
Swimming Pool	40%

RV Park	61%
Golf Course Pro Shop	53%
Marina	51%
Bowling Pro Shop	50%
Arts & Crafts Center	49%
Golf Course Food & Beverage	46%
Clubs	44%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	13%	19%	21%	10%	15%
E-mail	19%	20%	50%	13%	20%
Friends and neighbors	27%	44%	25%	39%	34%
Family Readiness Groups (FRGs)	15%	31%	5%	2%	16%
Bulletin boards on post	34%	26%	29%	28%	31%
Post newspaper	31%	52%	44%	65%	45%
MWR publications	19%	21%	35%	23%	22%
Radio	9%	9%	18%	22%	13%
Television	5%	9%	18%	28%	12%
My child(ren) let(s) me know	2%	5%	0%	1%	2%
Other unit members or co-workers	31%	20%	22%	14%	24%
Unit or post commander or supervisor	27%	11%	10%	5%	16%
Marquees/billboards	10%	16%	18%	17%	13%
Flyers	32%	22%	41%	33%	31%
Other	9%	8%	6%	11%	9%
I never hear anything	16%	11%	7%	9%	12%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	77%	87%
Better Opportunities for Single Soldiers	47%	N/A
Army Community Service	52%	66%
MWR Programs and Services	74%	85%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	73%	27%
Outreach programs	57%	64%	36%
Family Readiness Groups	75%	75%	25%
Relocation Readiness Program	68%	75%	25%
Family Advocacy Program	65%	71%	30%
Crisis intervention	58%	66%	34%
Money management classes, budgeting assistance	70%	70%	30%
Financial counseling, including tax assistance	73%	76%	24%
Consumer information	50%	65%	35%
Employment Readiness Program	56%	67%	33%
Foster child care	43%	55%	45%
Exceptional Family Member Program	68%	71%	29%
Army Family Team Building	59%	65%	35%
Army Family Action Plan	52%	64%	36%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	88%	13%
Outreach programs	54%	81%	19%
Family Readiness Groups	87%	85%	15%
Relocation Readiness Program	79%	91%	9%
Family Advocacy Program	75%	78%	22%
Crisis intervention	57%	76%	24%
Money management classes, budgeting assistance	70%	83%	17%
Financial counseling, including tax assistance	79%	93%	7%
Consumer information	42%	76%	24%
Employment Readiness Program	63%	75%	25%
Foster child care	31%	79%	21%
Exceptional Family Member Program	77%	80%	20%
Army Family Team Building	62%	83%	17%
Army Family Action Plan	47%	87%	13%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	48%	52%
Personal job performance/readiness	49%	57%
Unit cohesion and teamwork	50%	59%
Unit readiness	54%	58%
Relationship with my spouse	49%	46%
Relationship with my children	49%	49%
My family's adjustment to Army life	48%	58%
Family preparedness for deployments	54%	63%
Ability to manage my finances	44%	45%
Feeling that I am part of the military community	46%	54%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	75%	84%
Helps minimize lost duty/work time due to lack of child care/youth services	71%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	63%	55%
Allows me to work outside my home	59%	79%
Allows me to work at home	55%	50%
Offers me an employment opportunity within the CYS program	47%	57%
Allows me/my spouse to better concentrate on my/our job(s)	63%	66%
Provides positive growth and development opportunities for my children	68%	81%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	51%
Personal job performance/readiness	50%
Unit cohesion and teamwork	52%
Unit readiness	48%
Ability to manage my finances	47%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	49%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	49%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	52%
Entertaining guests at home	49%
Internet access/applications (home)	43%
Walking	35%
Cardiovascular equipment	33%
Automotive detailing/washing	32%
Special family events	32%
Weight/strength training	31%
Bowling	30%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	78%
Going to movie theaters	75%
Entertaining guests at home	69%
Internet access/applications (home)	66%
Walking	60%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	50%
Entertaining guests at home	43%
Internet access/applications (home)	42%
Walking	39%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	56%
Going to movie theaters	46%
Entertaining guests at home	38%
Night clubs/lounges	37%
Internet access/applications (home)	35%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	65%
Entertaining guests at home	47%
Going to movie theaters	43%
Walking	42%
Gardening	33%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	15%
Touch/flag football	10%
Softball	9%
Soccer	6%
Self-directed sports tournaments	5%

Outdoor Recreation

Going to beaches/lakes	29%
Fishing	23%
Picnicking	20%
Camping/hiking/backpacking	16%
Bicycle riding/mountain biking	12%

Social

Entertaining guests at home	49%
Special family events	32%
Night clubs/lounges	29%
Dancing	24%
Happy hour/social hour	19%

Sports and Fitness

Walking	35%
Cardiovascular equipment	33%
Weight/strength training	31%
Bowling	30%
Running/jogging	29%

Entertainment

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	52%
Festivals/events	26%
Attending sports events	24%
Live entertainment	19%

Special Interests

Internet access/applications (home)	43%
Automotive detailing/washing	32%
Gardening	28%
Automotive maintenance & repair	23%
Computer games	20%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	26%	N/A	26%
Weight/strength training	24%	8%	31%
Cardiovascular equipment	23%	9%	33%
Bowling	23%	7%	30%
Internet access (library)	23%	N/A	23%
Running/jogging	22%	7%	29%
Reference/research services	18%	N/A	18%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

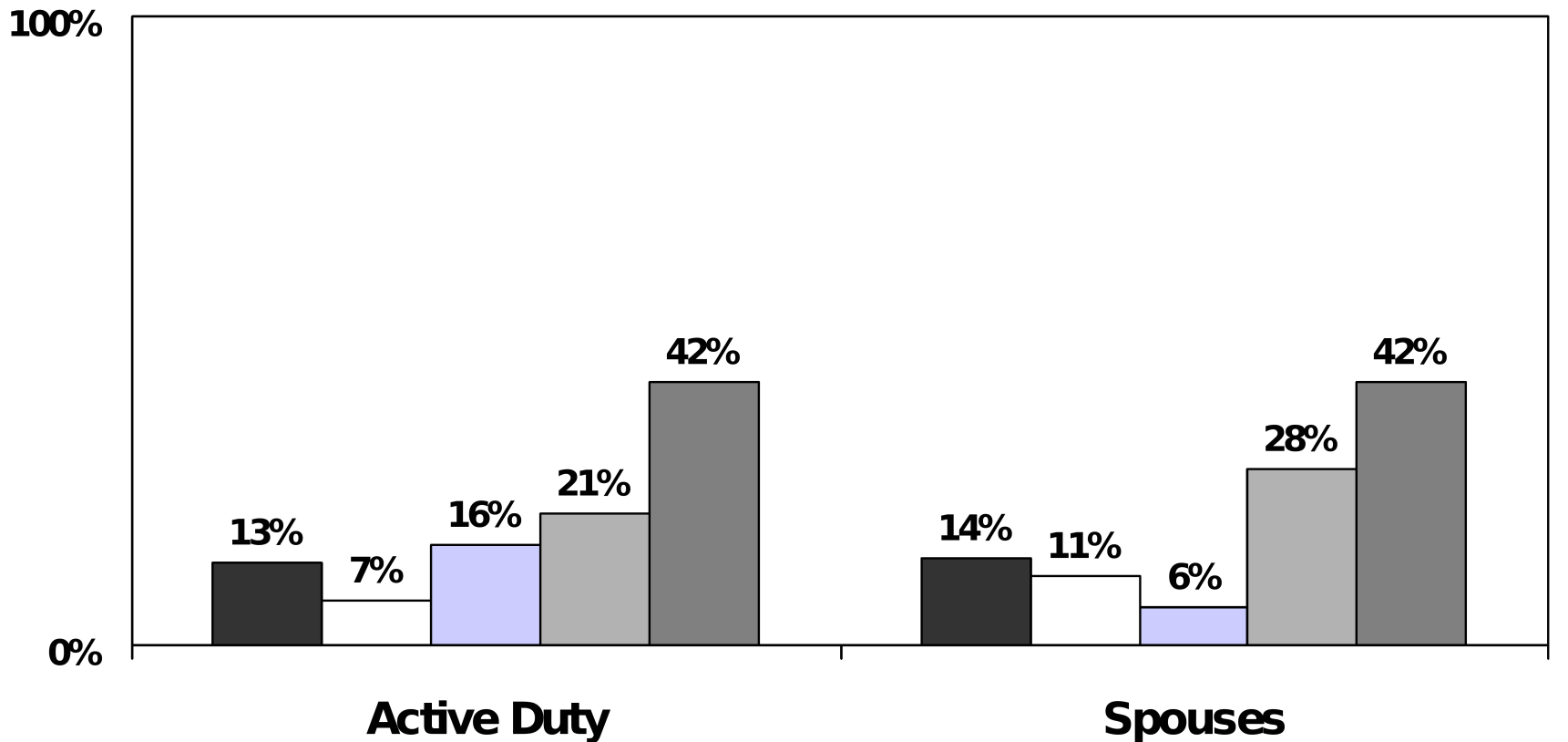
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	2%	35%	43%
Automotive detailing/washing	9%	11%	12%	32%
Gardening	2%	2%	24%	28%
Automotive maintenance & repair	7%	7%	9%	23%
Computer games	2%	1%	18%	20%
Digital photography	2%	3%	13%	18%
Trips/touring	2%	12%	0%	14%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

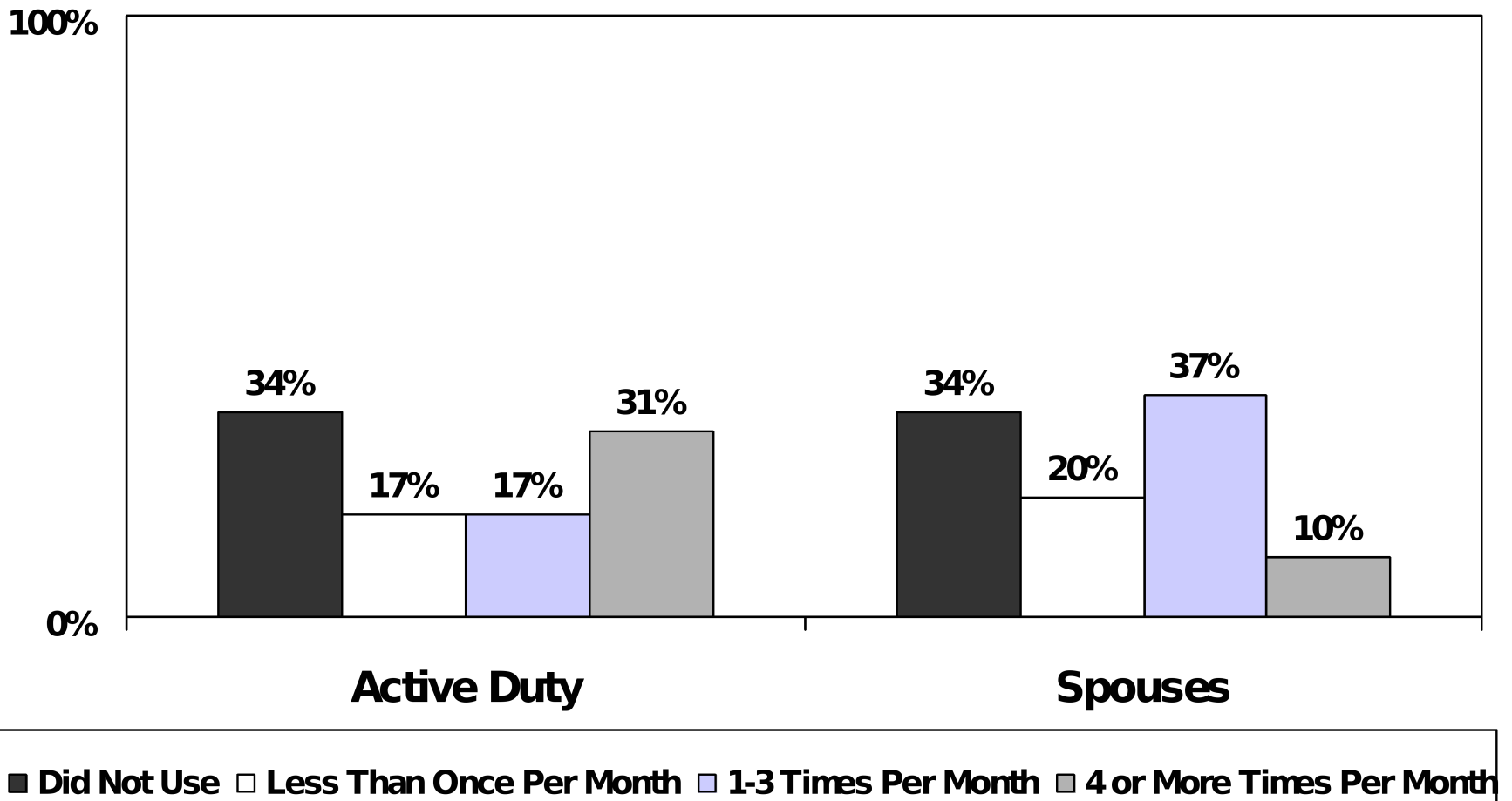
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

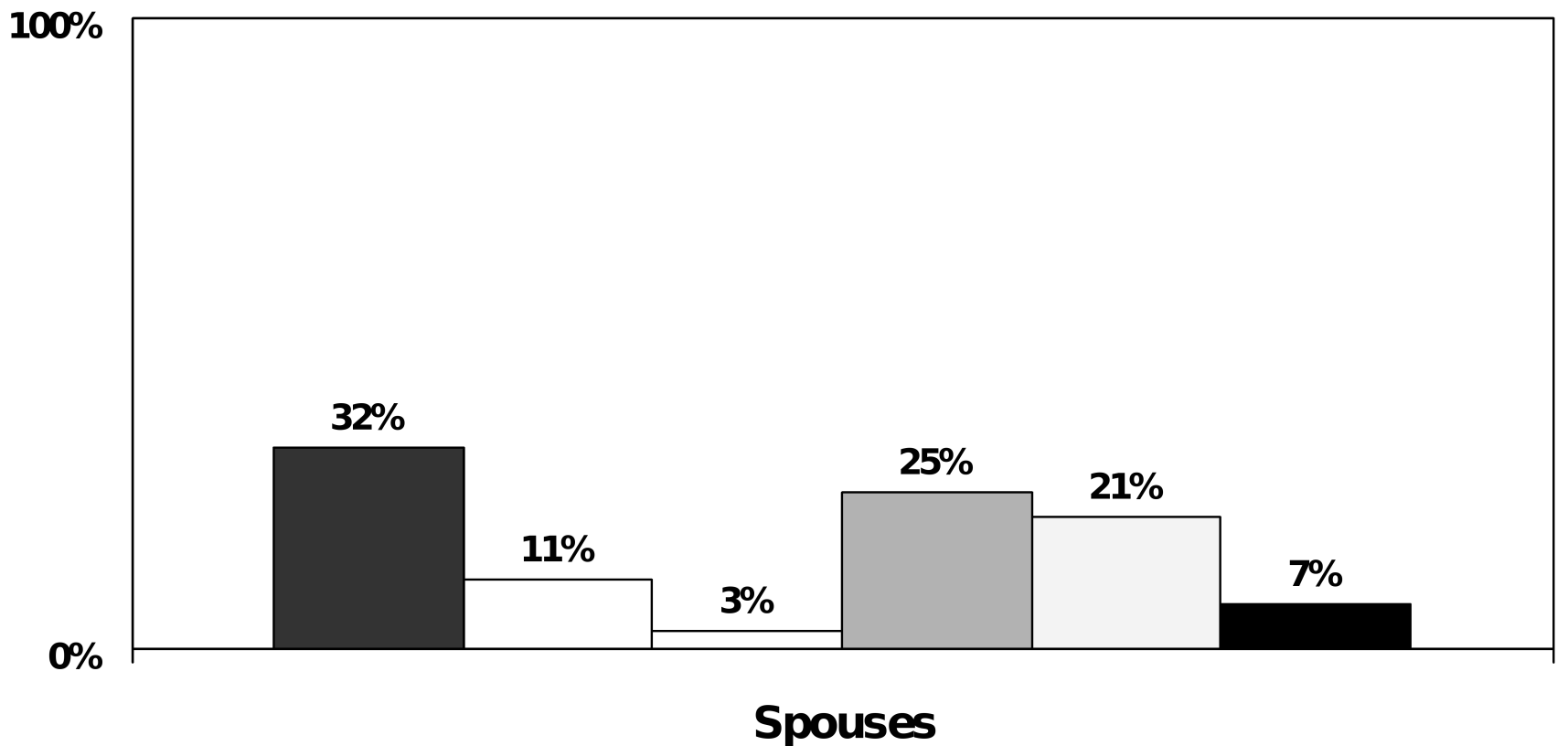
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	20%
Probably will not make military a career	10%
Undecided	26%
Probably will make military a career	16%
Definitely will make military a career	28%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	19%
Yes	72%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)